

A Semi-Monthly
SUMMARY
of World-Wide
Motion Picture
NEWS

THE CANADIAN MOTION PICTURE EXHIBITOR

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Regularly

VOL. 7, NO. 22

TORONTO, NOVEMBER 15th, 1941

\$5.00 Per Annum

Found Two New Companies

Two new companies, Twinex Century Theatres Corporation, Limited, and Inter Theatre Services, Limited, have been formed in Toronto. Nat Taylor, general manager of 20th Century Theatres, is head of Twinex.

The Twinex company, Mr. Taylor explained, was set up to administer and operate those theatres currently classified as 20th Century houses. There are 40 in all.

The term, "20th Century Theatres," is a general one used to describe all theatres associated with Taylor and his organization, regardless of the particular arrangement in each case. These houses are with Twinex under various arrangements, such as pooling, partnership, single ownership, operation services and so on. Twinex will provide a firmer legal status for what is an unusual business structure.

There will be no change, however, in the use and application of the 20th Century title.

Inter Theatre Services, Limited, will handle supplies, advertising, etc., for all 20th Century theatres.

Offices of both companies are on the 11th floor, 21 Dundas Square, Toronto.

ITA Meeting Off

The special meeting of the Independent Theatres Association, called for last week, was postponed because of the death of Isidore Axler. New date hasn't been set yet.

Disney Cooks Up Carrot Carics To Help Pep Up RAF Peepers

Three new characters based on the vegetable carrot have been created by Walt Disney for the British Ministry of Foods to be used as the emblematic theme of an extensive campaign throughout the British Empire.

British Press service wire-photod the drawings via RCA wireless recently direct to London for immediate adoption into the extensive program which is to cover the civilian populace as well as

the RAF.

The ministry made this special request to Disney in Hollywood. Their drive is to urge the British public and members of the Air Corps to eat more carrots for improving light vision. Heavier carrot consumption is said to create keener sight for blackouts, as well as on actual flight service.

The new characters have been named Doctor Carrot, Clara Carrot and Carrotty George.

Famous & Franklin Extend Agreement

J. J. Fitzgibbons of Famous Players Canadian Corporation and J. M. Franklin of Franklin & Herschorn have just signed an agreement which guarantees that FPC and the Nova Scotia circuit will continue to be connected for a further period of years.

Franklin & Herschorn operates the Regent, Palace and Mayfair, St. John; the Mayfair and Dundas, Dartmouth; and the Community and Family, Halifax. The St. John houses have been held jointly by both parties. The Community, Yarmouth, has been added under the agreement, which is effective on November 17th. It will be remodelled and enlarged.

The agreement also provides that Franklin & Herschorn takes over for supervision the Oxford, Halifax, now a Famous Players house.

Charlie's Aunt Snagged

The reason being passed around for the fact that 20th-Fox's "Charley's Aunt" hasn't been released yet in Canada is that Empire-Universal own the rights to the title in the Dominion. The current version stars Jack Benny. A picture was made under English auspices some years ago.

The matter is still in dispute.

Cohen to Return

Joseph Cohen, who was engaged in theatre business in Toronto for many years before he moved to Detroit, is said to be planning a return to the business in the Queen City. He owns the Garden Theatre, College St., Toronto, which is under lease to B & F.

Ray Allen Buys Seven Theatres

Raymond Allen, who resigned from Premier Operating on November 1st, moved into action quickly. Trading under his own name, he has set up an operating company that will handle seven houses.

His first move was to acquire the Ottawa Valley Circuit of four houses from M. G. O'Brien Ltd. These are in Pembroke, Renfrew, Arnprior and Alimonte. Since then he has closed for houses in Hespeler and Penetang, as well as the Mavety, in Toronto, which like the Hespeler place, is closed.

Some of the deals are not effective until January 1st. Allen is doing his own booking and buying.

Shawn Resigns

Herman B. Shawn, office manager of Grand National in Toronto has resigned. He leaves Harry Allen's outfit on Nov. 15th. Shawn, who has been a small-scale distributor on past occasions, will distribute educational shorts through his own channel, the Mutual Screen Service.

He's searching out new product to broaden out. Shawn should rank as the youngest distrib in Canada.

Isidore Axler Passes Suddenly

Isidore Axler, prominent in Toronto theatrical circles for many years, died suddenly on November 4th, the result of a heart attack. He was manager and proprietor of the Victory Theatre, at Spadina and Dundas Sts., which was known as the Strand before its recent overhauling.

Mr. Axler came to Toronto from Austria in 1905, at 16 years of age. He built the present theatre as a legitimate house for Yiddish Stock drama. It was then known as the Standard. When live shows declined in public interest he joined 20th Century Theatres as a motion picture theatre operator.

He numbered among his friends such great stars as Paul Muni, Jacob Ben Ami, Stella Adler, Maurice Schwartz, Vera Gordon and many others whom he brought to Toronto.

Mr. Axler was active in his religious community, having been president of McCaul Street Synagogue, where the funeral services brought a large crowd despite the inclement weather. He received a Masonic burial. Mayor Conboy and representatives of the civic and provincial government were present.

He is survived by his wife and two sons, Myer and A. L. Axler, and one daughter, Mrs. Ruth Karlan of Montreal.

Age Before Beauty—Newest Remake

At the New York meeting of the Motion Picture Pioneers Syd Taube of Toronto ran into an old friend, Fred McConnell, who used to be with Universal in Canada.

After some hearty helling and back-slapping Fred confessed to being 59, feeling wonderful and that this very day was his birthday.

"That's funny," said Syd. "This is my birthday too. I'm 39 today."

"Congratulations!" beamed Fred as he turned away. "Congratulations!—You !-?! Liar!"

THE CANADIAN MOTION PICTURE EXHIBITOR

HYE BOSSIN
Managing Editor

Vol. 7, No. 22 Nov. 15, 1941

Subscription Rates: Canada and
U.S.: \$5.00 per annum



Address all communications to
The Managing Editor

The CANADIAN EXHIBITOR

21 Dundas Square
AD. 4318

Toronto, Canada

Film Board Meets Taylor Re-Elected

The Motion Picture Section of the Board of Trade, made up of representatives of the various branches of the film field, met in Toronto to consider the effect of the government's recent freezing admission prices. The rule applies on November 17th and after.

A committee was constituted to make a special study of the situation, taking into account changes and effect. J. J. Fitzgibbons of Famous Players is chairman. Members are Louis Rosenfeld, J. P. O'Loughlin, Ben Geldsaler, Harry Alexander and F. D. Tolchard, the last being secretary.

Nat Taylor, general manager of 20th Century Theatres, was made president for the third successive term.

Kalmenson Replaces Sears at Warners

Ben Kalmenson has succeeded Gradwell L. Sears as president of Vitagraph, Inc.

As Warners general sales manager, Kalmenson will have full charge of distribution in the United States and Canada.

He will consult with Joseph Bernhard, newly-elected vice-president of Warners, in matters of sales policy.

Noel Coward Fined

Noel Coward, playwright, was fined \$800 in London and court costs of \$80 for violation of Britain's wartime finance regulations. Mr. Coward was charged with failing to hand over to the government a \$5,500 United States two per cent treasury bond and with failing to report the ownership of \$24,776 worth of securities held in the United States.

Einstein Knows

Every little while, when the lineups lag and the movie patrons are sandwiched between rows of empty seats in front and rear, the cry goes up again for entertainment and adventure films. In other words, the stuff of escape.

Showfolks know that this is the sure answer to box-office blues. But few can describe the peculiar makeup of the genus homo that makes each member of the troubled and troublesome kingdom seek to satisfy his soul and win periodic peace by sharing the fictional lives of screen characters.

Einstein knows. He explained his opinions to Leopold Infeld, University of Toronto scientist, who included them in his fine book, "Quest: Evolution of a Scientist." Hark to the genius of this generation, who, after quoting Schopenhauer's opinion that many men take up art and science "to escape from every day life, with its painful crudity and hopeless dreariness," goes on to say:

"... this desire may be compared with the townsman's irresistible longing to escape from his noisy, cramped surroundings into the silence of high mountains, where the eye ranges freely through the still, pure air and fondly traces out the restful contours which look as if they were built for eternity. With this negative motive goes a positive one. Man tries to make for himself, in the way that suits him best, a simplified and intelligible picture of the world and thus to overcome the world of experience, for which he tries to some extent to substitute this cosmos of his. That is what the painter, the poet, the speculative philosopher and the natural scientist do, each in his own fashion. He makes this cosmos and its construction the pivot of his emotional life, in order to find in this way the peace and security which he cannot find in the narrow whirlpool of his personal experience."

There you are. And how very true. But most people aren't poets, painters and philosophers. They can't conjure up their own imaginative worlds. They want to pay Hollywood to do it.

And better those celluloid worlds, which one leaves behind, than the suicidal one of race superiority that deludes the Nazi mind—an unattainable one that leads them along a trail of blood and suffering and keeps moving further away all the time.

The film-makers should paste up Einstein's words and look at them every day.

Musical Protective Body Meets; Hughes Voted Head

The Musical Protective Society of Canada met yesterday and elected officers for the coming year. The Society has as its affiliates organizations which use musical compositions and are subject to royalties and fees as a result.

Elwood Hughes of the Canadian National Exhibition was elected president and T. J. Bragg of Odeon Theatres again became Chairman of the Board of Directors. Col. Cooper of the Motion Picture Distributors and Exhibitors continues as vice-president and treasurer. Also retaining office is T. Gordon Dalglish, secretary and assistant-treasurer. Among the directors for the coming year are J. Narcisse Thivierge of the Canadian Association of Broadcasters, Jack Connell of the Hotel Association of Ontario and Howard A. Fox of the same body.

The Musical Protective Society has concerned itself with the Ascap tax, which has been reduced on several occasions in the past by joint action of those affected. Ascap is currently on the receiving end of several suits by different American bodies who aren't satisfied with the impost arrangements. In the Dominion the Canadian Performing Right Society carries Ascap's authority.

Of special interest to the members is yesterday's announcement from Ottawa that the Canadian Performing Right Society and BMI Canada, Ltd., seek to increase the yearly yield. BMI has no intention of collecting fees for other than broadcasting but the Performing Right Society seeks to tax any sound and moving picture projection machines used for commercial purposes \$20 each.

"VolgaVolga" in Strong Debut

The first Soviet musical to get an Ontario okay in several years, "Volga Volga," got one of the most enthusiastic receptions from press and public that any picture has enjoyed in Toronto for a long time. It played two weeks at the Hollywood, a large neighborhood house in Toronto's north end, then moved into the beautiful new Midtown theatre, in the heart of the town.

Some pre-release opinion was that conservative Toronto would give the Soviet product a snooty and offish nod. John Cohn, who brought the film to Canada, and O. J. Silverthorne, chairman of the Censor Board, seemed to disagree. And they were right.

All the critics greeted it warmly. The Toronto Star, on its editorial page, said: "There are many who hope that this Russian film is the first in a series to be shown here before long. The Soviet musical set some kind of a local journalistic precedent by winning several highly praiseful paragraphs in the exclusive confines of W. R. Plewman's war review column in the Star.

Jack Melzer, handling exploitation, laid down a crackerjack campaign and nursed it through its first week.

Grand National, headed by Harry Allen, is distributing the film in Canada.

Much of the interest in "Volga Volga" stems from the public's crossed-fingers study of Russia's day-by-day fortunes of war. Every medium but the screen is filled with Russian doings and screen fodder was overdue.

England has gone overboard on Russian entertainment. Screen, ballet, stage and opera are prominently featuring Russ art, pre- and post-revolutionary. Art and books are in great demand and language-study classes have sprung up.

A number of new non-propaganda features have arrived in the United States. They may ring up some pleasing box-office totals in Canada soon.

Famous Bonus Scheme

A special bonus campaign for all employees has been organized by Famous Players Canadian Corp. Profit for individual units will be considered, as well as the sale of books of tickets for Christmas gifts.

There will also be awarded a number of added prizes for the outstanding exploitation stunts during the nine-week contest, which ends on December 31st.

The prizes, which will be in Victory Bonds, total \$3,300.

Mothers to See Yanks in RCAF

Mothers of more than 200 American youths in the Royal Canadian Air Force will be given an opportunity to see their sons on the screen when Warner Bros.' "Captains of the Clouds" is released.

The Americans in the Technicolor special starring James Cagney, with Brenda Marshall and Dennis Morgan, were photographed in sequences shot at three RCAF training fields in Ontario. More than 200 RCAF cadets appear in these scenes and most of them will be in active service overseas when the picture is released.

From RCAF authorities, with whose co-operation the picture was made, Warner Bros. is obtaining the addresses of all the American boys in the training scenes. When "Captains of the Clouds" plays in the home town of any one of them, his mother will be invited to see it as the guest of the theatre.

Grierson to Speak At NY Session

John Grierson, Film Commissioner of Canada, will be a featured speaker at the conference of the National Board of Review of Motion Pictures, to be held at the Hotel Pennsylvania Nov. 13-15, it was announced yesterday by James Shelley Hamilton, executive director of the Board. Grierson, will talk on "The Co-operation of the Film Industry with the Government under War Conditions."

K. T. Stevens has been invited as one of the guests of honor at the annual luncheon to be held on Nov. 15.

On the Square

By HYE BOSSIN

The death of Isidore Axler caused sorrow not only in his community and among his colleagues but in the hearts of many foreign-born. He spoke several languages. His theatre stood in the heart of the city's most polyglot area and patrons of many races came to him with their personal problems. Still puzzled by dynamic America, they regarded Isidore Axler as a fine example of the tolerant democracy that is the rule of life in Canada and the United States. He was never too busy to go racing off to help someone in matters that had no connection with business. They knew it and loved him for it.

He was a man of great goodheartedness and quiet kindnesses. In his religious community he was regarded as a man willing to serve at any and many tasks that would lighten the burden of life for his neighbors. He had a robust appetite for work and a deep love for people. If he stood outside his theatre on a summer evening he soon found himself holding court. It was inevitable that he should be surrounded in a few minutes.

His friendships extended to high places and he used them in behalf of the less fortunate. To his funeral service came people from every walk of life, from the Mayor of Toronto to the merest menial laborer. The very unpleasant weather couldn't keep them from crowding the synagogue to pay tribute to the man whom each considered a personal friend.

* * * * *

Sam Freedman of the Centre, St. Catherines, had his institutional advertising campaign noted by the Manager's Round Table of the Motion Picture Herald. He is well on his way to a Quigley award. . . . Ruby Cass, after many years in the theatre business, has resigned as manager of the Kenwood to take an executive post with a large cleaning and dyeing concern. Nice fellow. He'll be missed On The Square. . . . Harry Mandell is distributing Tueros. Why? A baby girl, that's why. Just what Harry ordered, too.

* * * * *

The revival of stories about John Griffin, Ontario theatre pioneer, caused Walter Kennedy's favorite Griffin tale to come up again. Walter worked for Griffin in those vanished days. He knew his thrifty quirks very well. Most Griffin tales take that turn.

Once two fellows were loafing in front of one of Griffin's theatres. "Good morning," said one as Griffin came along.

"Good morning!" smiled Griffin. "Have some cigars, boys. And come with me."

The loafers did. Griffin showed them the house. "Everything all right?" he asked. "I guess so," replied one.

"You guess so?" said Griffin. "Aren't you fellows the fire inspectors?"

"No," was the answer. "We're actors on the bill this week."

"Actors?" hollered Griffin. "Give me back those dog-blasted cigars!"

* * * * *

Jim Nairn, Famous Players ad chief, was made a member of the Associated Motion Picture Advertisers at their recent New York dinner in honor of J. J. Fitzgibbons. The popular James is one of the few Canucks blueribboned thusly. . . . Charlie Stephenson of Kitchener, one of the oldest and nicest fellows in the game around here, is quite ill. Everybody is rooting for him. Charlie has brightened up many a drab day with his lively personality. . . . Another lad back from a short count because of appendix trouble is Irving Goldsmith, EBA booker.

* * * * *

Back in New York after a six-week stay in Toronto is Frank Janz of Columbia's head office. He got to be mighty well-liked in this corner of the land of the maple leaves and we hope he'll be back soon. He's an expert on figures—statistical, not chorus. . . . Another familiar face seen again in the old haunts is Jack (Scotty) Johnson of Filmart. He was in Vancouver and may go back. . . . Tom Daley, Imperial manager, hasn't been inside six theatres in ten years. Can it be that the captain hates the sea? . . . Eleanor Stone accompanied Ray Allen to handle secretarial duties when he left Premier.

Exhibs Study 'Freeze' Decree

The Canadian government has published its Order in Council relating to the recent ruling which froze wages and prices in Canada. The regulations set forth in the document go into effect on November 17th.

The basic period between September 15th and October 11th, inclusive, governs future selling of admissions and buying of supplies. The government will continue to recognize special allowances and deals now in practice "which result in a lower net price per unit of goods or services." That is, different customers may be charged varied amounts for the same article, provided the special discounts, etc., were in effect before the basic period.

Under the law prices fixed during and after the basic period will have to be reduced to the maximum charge. There is nothing to prevent reductions below the maximum set by the basic period. Admission prices may be lowered, but not raised.

Film rentals haven't been touched by government rulings.

A fine of \$5,000 is provided for violators.

Bette Davis Prexy

Bette Davis was elected president of the Academy of Motion Pictures, Arts and Sciences. Other new officers are: Walter Wanger, first vice-president; Edward Arnold, second vice-president; Rosalind Russell, third vice-president; James Hilton, fourth vice-president; Jane Murfin, secretary; Nat Finston, assistant secretary; John Aalberg, treasurer; Pete Smith, assistant treasurer. Donald Gledhill continues as executive secretary.

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DIGEST of REVIEWS



UNITED ARTISTS

SUNDOWN

This story of spy activities in deep Africa is **extremely interesting all the way**. It has the mystery of savage superstitions and the excitement of mountain battles between natives and British soldiers. Gene Tierney, as a supposed Arab girl, gives it smoldering glamor.

Brunt of acting is carried by Bruce Cabot, administrator of an East African outpost, whose chief problem is smuggled guns to hostile natives. Carl Esmond is the Nazi spy who, with Marc Lawrence, a native leader, make things rough for a while. George Sanders and Reginald Gardner are excellent as Cabot's fellow-officers. Harry Carey has a minor role as an old trader and Joseph Calleia, as a captured Italian officer with a flair for cooking, does a fine bit of acting and provides just the right amount of comedy. A colored actor, Emmett Smith, does a good bit as a heroic trooper.

The picture ends with a heart-stirring plea by Sir Cedric Hardwicke for faith in victory. He plays a bishop, the bereaved father of Sanders.

A strong show for the adventure trade.

PARAMOUNT

NEW YORK TOWN

View of the big town from the human side. Fred MacMurray, Mary Martin and Akim Tamiroff are a tough luck trio trying to break the jinx by marrying off Martin to a millionaire—in this case Robert Preston. Of course, MacMurray wants her back—and gets her. Miss Martin sings once. **It's light, mostly, but the names, helped by Lynne Overman, Eric Blore and Fuzzy Knight, have drawing power.**

FOX

CHARLEY'S AUNT

Jack Benny, the Jello man, puts some oil into the old creaker and it comes out better than ever, folks, better than ever. Richard Haydn and Charles Ellison press him into service as a chaperon so that they can spend some time with their sweethearts. Benny, in female togs, becomes victim to the amatory intentions of Edmund Gwen and Laird Cregar. It's hop, slap and jump all the way and a **sure roar-getter**.

Keeping it bouncing along are Kay Francis, Reginald Owen, Anne Baxter, Arleen Whelan and Ernest Cossart. Archie Mayo directed.

EMPIRE-UNIVERSAL

SAILORS ON LEAVE

A nautical comedy loaded with consistent capers that yield a **steady stream of laughter**. William Lundigan is one of Uncle Sam's sailors who's being forced into marriage to make good a story his pals used to help borrow money from their shipmates. He's supposed to inherit the dough if he's married by a certain day. The ship turns cupid and after considerable bobbing and weaving Lundigan marries Shirley Ross. There's music also.

Sailing along with Lundigan and Ross are Cliff Nazarro, Chick Chandler, Ruth Donnelly, Mae Clarke and Tom Kennedy. **The picture will carry many situations by itself and is a strong topper for any duo.**

APPOINTMENT FOR LOVE

A **sparkling** film about a playwright married to a physician of the opposite sex and their exasperating inability to get together.

Charles Boyer is the drama scribbler who loves Margaret Sullavan. She insists on carrying on their marital connections by remote control. The doctor's appointments provide the scribe's disappointments. Thus it goes all the way. But pleasantly enough.

On hand are Eugene Pallette, Rita Johnson, Ruth Terry, Reginald Denny, J. M. Kerrigan and Gus Schilling.

COLUMBIA

YOU BELONG TO ME

The lady sawbones is in again. This time she's Barbara Stanwyck, married after a quick courtship to a millionaire loafer with a childish jealousy, Henry Fonda.

Not the lady's appointments but her handsome male patients irk Fonda into fits of irresponsibility. He settles down by buying a hospital to share with his wife.

It's darned good fun nearly all the way—and uproarious in spots. Helping to keep it that way are Ruth Donnelly as Stanwyck's nurse, Edgar Buchanan as Fonda's philosophical gardener, and Roger Clark as a rival.

WARNERS

TARGET FOR TONIGHT

An hour-long English thriller providing a celluloid schedule of an RAF jaunt over Germany. The boys in the Blenheims, etc., take the watchers along as they fly away to a bombing operation. No fuss and feathers, no fine speeches; just the simple, deadly and exciting stuff of war. Played throughout by unbilled boys in air force blue. **Enthralling.**

RKO

SUSPICION

A **classy piece of work** about a fortune hunter and his simple wife. Cary Grant marries Joan Fontaine for her money and gets worse as things go along. The wife's anguish grows as her suspicions develop that the husband is capable of anything. It ends with reasonable pleasantness.

Alfred Hitchcock provided his usual thorough direction. Other players are Sir Cedric Hardwicke, Nigel Bruce, Dame May Whitty and Heather Angel. **Good for the distaff clientele.**

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PRC Signs Many New Accounts

Producers Releasing Company, which signed over 6,000 accounts this season, is engaged in a production spurt to meet its commitments. Many features are ready for release and a goodly number in production.

Almost ready for public showing is the second of the Billy the Kid series, starring Buster Crabbe. It's called "Billy the Kid's Oklahoma Justice." Al St. John has the featured comedy spot and Charles King, Slim Whitaker, Edward Piel, Sr., Glenn Strange, Dennis Moore and Ken Duncan are in the cast. Sigmund Neufeld is the producer.

* * *

"Mr. Celebrity," another PRC release, has been well-reviewed by the trade press as a human story full of comedy and action. In good spots are such famed old-timers as Francis X. Bushman, Clara Kimball Young and ex-heavyweight champion Jim Jeffries.

Scheduled for production in the near future are "Duke of the Navy," "Girl's Town," "Today I Hang," "Frontier Marshall" and "Blonde Comet," this last the story of a girl racing driver.

PRC completed a deal with 14 new circuits recently.

Deschene Honored

More than 100 citizens of Preston and vicinity gathered at a banquet in honor of F. E. Deschene, who is retiring from business in Preston after 20 years. He was a partner with Premier Operating in the Park Theatre and sold his share to that company. He also sold his extensive property holdings and will leave shortly to make his home in Florida.

Karl K. Homuth, M.P., spoke for the assemblage in presenting Mr. Deschene with a gold-handled cane.

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Picture Pickups

By TAP KEYES

In our last issue we told how Abe Sprachman, the architect, had filched a 50-cent cigar from the vest pocket of Fred Brown. Mr. Brown took it hard, the tony smoke being the first of its price Mr. Brown ever owned. And, we reported, he got it from Lloyd Mills after an hour of tall taunting.

Now comes an indignant communication from Lloyd Gurr, in Hamilton, explaining that he, not Lloyd Mills, gave Brown the cigar. Mr. Gurr wanted satisfaction in the form of a new cigar from Mills or us.

Via Frank Kavanaugh we dispatched Gurr two cigars. The first was a two-for-a-quarter brand. The other was a nickel cheroot. Both had the more expensive label. The cheaper one had some gunpowder on the lighting end.

The kind-hearted Kavanaugh, upon seeing that Gurr was still somewhat under the weather after a recent operation, cancelled the idea. Gurr, you owe Kavanaugh a cigar for that.

In the meantime Fred Brown, having learned through us that it was Abe Sprachman who swiped his 50-center, demanded retribution and got it. Abe gave him another cigar.

We don't want to start any more trouble, Fred, but Abe Sprachman settled with you for about four cents on the dollar. Those El Productos are two for fifteen cents. We just want to see justice done, that's all.

* * * * *

Quite a stunt the Canadian Philatelic Society has for its Toronto gathering at the Royal York Hotel on November 21st and 22nd. One hundred and two envelopes which carried fan letters from all over the world will be autographed by leading film players and auctioned off in aid of the British War Victims Fund.

Glenn Ireton joined Bill Gladish in working it out and getting the scrolls and scrawls.

Incidentally, the Vitagraph screening room went literary the other afternoon. Most of Toronto's book dealers were in to see "One Foot in Heaven," originally a best-selling biography with some Canadian background. The dealers will feature a popular edition priced at \$1.39.

* * * * *

How about a play for American isolationists, to be called "Ah, Bewilderness!"?

* * * * *

Some of the hindrances to the simple life, as set forth in an actor's contract:

"It is agreed that if I cannot produce the entertainment on this occasion on the time and place arranged due to fire, public emergency or necessity, legal restrictions, act of God or the public enemy or because of statutes, ordinances or regulations of any federal, state or municipal authority, wars, death of His Majesty the King, strikes or for any reason beyond my control, then you shall not be entitled to remuneration."

* * * * *

Tommy McClure, who gave up his Toronto theatrical booking agency to travel with Alf Phillips' Aquacade, flesh being what it is, was in town the other day.

Tom told about the time two Indians came to his office dressed in full regalia. He envisioned a demonstration of war dances, roping, etc., when he asked them what they did. Instead they folded their arms and began harmonizing "When Irish Eyes Are Smiling"!

* * * * *

Ben Ulster's Ace theatre, a downtown Toronto house that's small but eye-arresting, revived "San Francisco" and "Mutiny on the Bounty" as a double-bill and started something. Local screen columnists commented on the program and stopped in to see it—and paid.

Manager Morris Sasloff says there were lineups every night but one—and it stormed that night. Folks were driving up in Packards from fancy residential areas. This is a new one on the house which, when it was known as the Photodrome, was regarded as a grind spot.

Phone calls kept coming in to the theatre, the 20th Century offices and even to the movie reviewers from people who wanted to know where to find the theatre. Now everybody is trying to book the same bill. Enterprise, we call it.

RKO Schedules Varied Features

Six technical advisors are employed by RKO Radio on the production of "Joan of Paris" starring Michele Morgan and Paul Henreid.

Assisting Producer David Hempstead and Director Robert Stevenson are Father John J. Devlin, advisor on all points dealing with Catholic religious procedure; Lila Damert, advisor on all French background; Flight Commander Little of the RAF, advisor on British aviation sequences and uniforms; Dr. Simon R. Mitchnick, Michele Morgan's English teacher and dialogue director; Queenie Leonard on English dialogue and accents; and William Yetter, instructor of German troops and advisor on all German data.

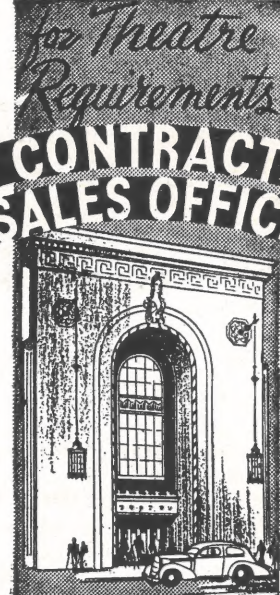
Grand, London, Switches

The Grand Theatre, London, formerly a Famous Players house, has joined the 20th Century Theatres string.

Policy is subsequent run. Performances will be in the evening and at the usual matinees, instead of afternoon and evening, as formerly. Prices have been dropped from 30 cents to 25, plus tax.

Jim Simmons remains as manager.

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Going After Them!

HARLAND RANKIN of the

Centre, Chatham, just can't avoid unusual things happening to him. Harland's latest is a newspaper plug telling of a man who drove his car into a road excavation. When the police asked how it happened, the man answered: "I was looking at that darned 'Jungle Cavalcade' display in front of the Centre Theatre."

By the pictures he sent in the display looks very good. Harland placed jungle cutouts, etc., in the lobby and attracted a lot of attention with them. When selling this type of film it has been proven that front displays on a busy street will outsell any other form of advertising. Managers and exhibitors should take note of this fact.

Harland's Birthday Party program is now on the air. He plays records and closes off by wishing whatever member of the club whose birthday is on that day the best. Part of the program is a quiz. The entire cost is a few complimentaries to the theatre.

Sharp fellow, that Rankin.

FROM Ted Fraser of the Century, Trenton, we hear how Ted told the public about a short subject entitled "Splits, Spares and Strikes." He put a banner across each bowling alley in town and one outside each building. Score sheets were adorned with stickers. Prizes in the form of passes were offered for the best scores. He sold the short to the bowling public, a large body in any town, and got swell results.

This special selling of a short subject is a bright idea that is worth repeating. Particularly when it deals with sport. That's where you find the devotee—the kind of patron who'll go through hell and high water to see something that relates to his special interest.

MY good friend, Al Perly, of the Community, Hamilton, ran into a snag. It seems that he was handing out gratis premiums to the ladies and the men complained about the neglect. So Al remembered those classic lines about a woman being a woman but a good cigar is a smoke. Or something. Or maybe it was the one about "What this country needs is a good five-cent cigar."

Al promoted a heap of good nickel cigars and handed them out to the menfolk with the printed words: "We hope you enjoy this cigar but we're sure you'll enjoy the entertainment offered by the Community Theatre."

The results were good. Men liked the idea and it made everyone happy. Al won a lot of goodwill that way.

By Lloyd M. Mills

WE welcome a newcomer to this department in Stewart Gillespie, who is managing the Century Theatre in Kitchener, Ontario.

For "Shepherd of the Hills" Stewart promoted 20 collie dogs and bannered each with the copy: "I'd like to have you see my master—The Shepherd of the Hills." With theatre data. Ten of the pooches he turned loose and the other ten were led about the town by boys.

Good stunt, Stewart. I'm sorry that you didn't tell us about the rest of your campaign. I know there's plenty more you're doing that is worth hearing about.

* * *

BOB BROWN and Steve McManus, those lively lads in the Vanity, Windsor, put on a banner Hallowe'en party at their theatre. It ran all week. They staged various contests and had a stage show on the holiday evening.

They ran a party for about 200 kids and gave out prizes to the winners of the various old-fashioned Hallowe'en games, such as ducking for apples in the tub, snapping at apples and weiners on strings, etc. The party was outside the theatre and attracted flocks of adults. The only way they could get the kids to go away after the party was to send them scrambling for candy kisses. Many people went right into the theatre after the party.

At the Tuesday show a swell list of prizes, wrapped in black and orange, were presented to lucky patrons. They were all promoted and the merchants were glad to cooperate.

A costume contest was held for kids at which cash prizes, apples, and candies were distributed. All in all, it caused a good week's business and made Windsor a more exciting place to live in.

Bob Brown did a nice bit of institutional advertising with a very human touch. To the Doyle Clinic, through Dr. Lawrence LeFave, he sent passes to be given children during the medico's calls. He felt that the incentive to get well would have a valuable effect. It would also make the doctor seem more human. On each ticket was the words "Hurry and Get Well Pass". It makes the ailing kids more cooperative. When the kids are well enough to use the pass they are usually accompanied by their parents.

It's a bright and original idea and will stand elaboration. Hop to it, boys.

BOB BEREZIN of the Elgin, Ottawa, drops a few notes about his campaign on "You'll Never Get Rich." He had a tieup with 50 dealers of the Auto-Lite Spark Plug Company. Each dealer featured a display in his window, consisting of a five-foot cutout of Rita Hayworth—with theatre copy to suit.

The dealers supplied over 3,000 photos of Rita and delivered them free, with the theatre paying the cost of the imprinted address and names of the house and pictures. This is a tremendous stunt which cost the theatre almost nothing and must have had a definite effect on the gross of the film.

Kresge's big store in downtown Ottawa had a window display of songs from the film—with accompanying data. This spot is in the heart of Ottawa's busiest strip. The rest of the campaign was just as good. Keep up the good work, Bob. We're watching to see how you'll handle "Lydia."

* * *

PETE (SHORTY) HAMILTON of the Capitol, Cobourg, went for a ride on a fright train. He ran a spook show with the films "Whistling in the Dark" and "The Saint in Palm Springs." All his copy was strictly boogymen stuff. And good too.

With heralds he dared the people to see the double-scarer. The heralds were numbered for pass prizes. Silhouette cutouts of skeletons decorated the marquee and a man dressed as a skeleton provided a good street bally. The walking skeleton was created with luminous paint and it stood out at night, scaring the kids. A ghost in a white sheet appeared at different places in the auditorium during the running of the picture. The results, he says, were very good.

Why not try some of these stunts on the next attraction that lends itself to that kind of treatment?

Axler to Premier

Dave Axler, formerly of the U.A. sales force has joined Premier Operating Co. as assistant to Jule Allen.

Lincoln, St. Cath.-FPC

The Lincoln Theatre, St. Catharines, whose future affiliations have been the subject of considerable guessing, has joined the Famous Players string.

Film Made to Attract Tourists

Autumn foliage and glistening winter snows appear in brilliant natural colours in the new series of films on Canadian life and industry which the National Film Board has produced this year. This venture in the preparation of 16 mm. kodachrome movies for non-theatrical distribution throughout the world, is part of a general scheme to make Canada better known abroad through the use of motion pictures. Already the theatrical series, "Canada Carries On", produced by the Board in co-operation with the Office of Public Information, is distributed in a score of countries.

These new color reels should do much to attract tourists to the Dominion. Here is the list of titles already prepared:—"Ottawa on the River", "Flowers of Canada", "Birds of Canada", "Peace River", "Iceland on the Prairies", "From Cartier to Confederation", "Great Lakes", "Canadian Landscape".

Although announcement of their availability was only recently made, requests for these films have now been received from every section of the United States and Canada, and some are also being sent to South America and the British Dominions. They will be used by community groups, by schools and colleges, and by service clubs. There is a demand for such color reels wherever 16 mm. sound projectors are operated.

Originality of treatment has been employed throughout. The film "Canadian Landscape", for example, begins by depicting the cultivated farmsteads of Quebec, the great rock shield of northern Ontario, the foothills of the Rockies in Alberta. It then goes on to the theme of Canadian painting, and illustrates how these landscapes are put on canvas by one of the Dominion's best known artists, A. Y. Jackson. This subject was produced in co-operation with the National Gallery of Canada.

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DOMINION-WIDE GATHERING

With business conditions changing almost daily and with the present picture so vastly different from even a few months ago, coupled with a sincere desire on the part of both the executive and those in the field, to do everything in their power to maintain a thoroughly efficient service organization and at the same time to assist Canada's War Effort, it was decided to call in representatives from each district—from Coast to Coast—that the Company's plans for the immediate future might be laid before the field men and the wrinkles ironed out.

To this end, Dominion Sound Equipments Limited, Canada's only National Theatre Supply organization, held a general conference recently in Montreal, attended by representatives from as distant points as Vancouver and Halifax and all intermediate districts.

The work of Dominion Sound is not confined to the supplying and servicing of high quality Motion Picture Sound Equipment to theatres, plus other accessories, and of Celotex Acoustic Materials for sound treatment of all public buildings; but that their services have been called upon for matters of national importance in today's fight for freedom. For instance, to quote from the formal report of the Conference:—

Dominion Sound Equipments Ltd. handle a complete line of theatre equipment, both projection and sound, representing exclusively in Canada such well-known lines as RCA Photophone, Northern Electric Mirrophonic sound equipment, Motiograph and Century Projectors, Ashcraft Arc Lamps, and Robin Imperial Generators.

In addition to these exclusive lines, the Company supplies to theatres throughout the Dominion all miscellaneous booth equipment, rendering a truly "National Theatre Service." Dominion Sound Equipments Limited have had over 13 years experience in servicing sound equipment. District offices are maintained at Halifax, Mon-

treau, Toronto, Winnipeg and Vancouver, with a sub-office at Calgary, and a staff of Service Engineers are continually employed in rendering service to theatres equipped with Northern Electric, RCA Sound Equipment and others. The company is a subsidiary of the Northern Electric Company Ltd. and, therefore, is affiliated with the Bell Telephone Laboratories and the Western Electric Company. This connection provides access on the part of the Engineering Department to valuable research and development work which from time to time emanates from these well-known organizations. In addition to these connections the RCA Victor Company Limited of Canada, and the RCA Company in Camden, N.J., furnish valuable sound and service data, and connections are maintained with Electrical Research Products Inc., the Altec Service Corporation, the Society of Motion Picture Engineers and the Academy of Motion Picture Arts and Sciences.

In addition to the theatre supply business, the Company also renders a National Acoustical Service and is the exclusive outlet in Canada for Celotex Acoustical Products. The Acoustical correction of theatres, auditoriums, churches and other public gathering places is becoming increasingly appreciated and noise quieting of offices, restaurants, hospitals, schools, factories, etc., is becoming increasingly necessary in these days of increased activity. Dominion Sound Equipments Limited have recognized this fact and are in a position to meet these demands.

In 1938 arrangements were made by the Company to provide service for radio and direction-finding equipment on Merchant Vessels which are equipped with International Marine Radio Equipment, and since the War, this work has been considerably increased and the engineering staffs of the Company in Halifax, Quebec, Montreal, and Vancouver

have been extremely busy in this important field of service.

Another recent field of activity has been the supply of Airplane Engine Test Equipment and the Acoustical treatment required for these stacks where these engines are mounted for test purposes. The noise generated by a high-powered Airplane Engine is intense and must be reduced when these stands are located close to where people must live or work. Dominion Sound Equipments Limited, have been doing a lot of this work for the Dominion Government and the large Airplane Engine manufacturers.

An outstanding fact about this organization is that 23 per cent of the staff with the Company when war was declared in September, 1939, are now with the Canadian Active Forces. This Company is an example of a truly Canadian company carrying on under war conditions.

Charlie Chan Bows Out

The Charlie Chan series, which holds the record as the longest continuous series, has been dropped by 20th Century-Fox. Since its inception 10 years ago 26 features have been built around the Earl Derr Biggers character. Of these Sol M. Wurzel produced more than 20. The last one, recently completed, is "Castle in the Desert."

Charlie Chan on the screen was introduced by E. J. Parke, who was superseded by the late Warner Oland after his first effort. Oland played in 14 Chan pictures and was replaced, at his death, by Sydney Toler. Toler played the last 11 efforts.

The studio had it in mind to cancel the series at Oland's death but fans insisted on its continuation. The collapse of the foreign market is blamed.

Bioff, Brown Get Jail Terms

William Bioff, convicted extortioner of more than \$500,000 from the motion picture industry, was fined \$30,000 today and sentenced to 10 years in prison.

George E. Browne, former president of the A.F. of L.'s International Alliance of Theatrical Stage Employees, was sentenced to eight years in prison and fined \$20,000. Bioff was Browne's "personal representative" and west coast leader of the union.

Bioff and Browne were convicted Nov. 6 after a trial of 17 days. They had been indicted for violation of the anti-racketeering law, conspiracy and extortion. Each had been liable to a maximum sentence of 30 years in prison and \$30,000 fines.

Although the indictment charged they had extorted \$550,000 from four major film companies, witnesses ran the figure up to \$887,000 which they said was collected on the union leader's threat of calling nation-wide strikes.

Selznick Signs Carter Blake

Carter Blake, who has been general manager for Alfred de Liagre, Jr. and associated with him in the production of many Broadway stage successes, the last of which was "Mr. and Mrs. North," has been signed by David O. Selznick and placed by him in charge of talent. Blake will have offices on both coasts where he will search for, test and cast new and old talent for forthcoming Selznick productions.

Blake was general stage director last summer at the Selznick Company's theatre in Santa Barbara, California, and for several years has been director of the American Academy of Dramatic Arts in New York.



Those seated at the table are Directors and prominent guests—names as follows (left to right):

R. Lindahl, Celotex Corporation; W. R. Ostrom, Toronto District Manager of the N.E. Co. Ltd., and a Director of D.S.E.L. R. D. Harkness, Vice-President & General Manager of the N.E. Co. Ltd., and Vice-President and Director of D.S.E.L. M. K. Pike, Vice-President of General Sales Division of the N.E. Co. Ltd., President of D.S.E.L. F. E. Peters, General Manager and Director of D.S.E.L. W. Carswell, Vice-President in Charge of Accounts and Finances of the N.E. Company Ltd., and Director of D.S.E.L. L. C. Pearson, General Sales Manager of D.S.E.L. A. D. Turnbull, Assistant Chief Engineer of D.S.E.L. C. C. Curran, Halifax District Manager of D.S.E.L.

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MUST
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good fun."

—N.Y. Times.

"Audiences
laughed their
heads off..."
PM

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different —
appealing
music,
good acting,
entertainment
and fun'
W. R.
Plewman
Daily Star

*Hop Aboard
the Russian
Show Boat*

MUSIC—You'll be humming and singing.

COMEDY—In the Russian manner. It's o.k. to laugh right out loud.

ROMANCE—Love is the same in any language.

Happy, delicious and delirious
ENTERTAINMENT

Held Over In All Situations!